



Project Data

Key Scope Items:

- Convention Center Expansion
- Demand & Financial Projections
- Economic, Fiscal & Employment Impact Analysis

Development Budget: \$10,000,000

HSP Professionals Involved in Project: Rob Hunden

Time of Service: 2007, 2009 – 2010

Convention Center Expansion Analysis

Pueblo, Colorado

The City of Pueblo and Urban Renewal Authority of Pueblo engaged Hunden Strategic Partners on multiple occasions to assist with the expansion of the Pueblo Convention Center. The existing facility is managed by Global Spectrum and features a ballroom of 16,000 square feet. It has an attached full-service Marriott hotel of 164 rooms.

The proposed expansion of the Pueblo Convention Center includes:

- An exhibit hall of 28,600 square feet.
- Five new meeting rooms totaling 4,000 square feet.
- A renovation of the existing facility to improve the existing ballroom as well as improvements to the five existing meeting rooms (2,900 square feet).

Hunden Strategic Partners completed the initial analysis in the summer of 2007 and the project was approved by voters, but not funded. As a result, the Urban Renewal Authority engaged HSP again in 2009 to complete an updated and more comprehensive study that would answer many additional questions, including:

- What will be the origin of attendees to an expanded convention center?
- What is the impact of a proposed additional hotel?
- What is the economic, fiscal and employment impact of the project?